

GSMA
Intelligence

Pay TV and Video Services

Exclusive package of insights, content and analysis

Pay TV and Video Services



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Background

The pay-TV market continues to evolve rapidly, driven by technology and network advancements, shifting consumer behaviour, and a proliferation of traditional pay-TV and online (OTT) video services. This means that providers of traditional pay-TV services, including telecoms operators, face unprecedented levels of competition across most markets.

To help our customers navigate (and capitalise on) the evolving landscape for pay-TV and video services, we provide regular insights (data, surveys, reports, case studies) into the key trends that are shaping the market, along with an overview of operators' successful commercial strategies and offerings.

Our newly launched pay TV and video services bundle will provide you with important and unique insights to inform your business strategies and commercial decisions.

Who should buy this bundle?

- Telecoms operators providing pay-TV services
- Cable TV companies
- Satellite TV companies
- OTT video streaming players
- Network infrastructure/equipment vendors
- Device manufacturers and vendors (OEMs)
- Chip technology manufacturers and vendors
- Providers of technologies enabling video services delivery and consumption
- Regulators
- Startups
- Investment banks
- Consulting companies

Did you know that?

15

Within the 36 forecast countries, only 15 will experience growth in traditional pay-TV connections between 2023 and 2030

12 pp
increase

IPTV's share of traditional pay-TV connections will reach 46% by 2030 overtaking cable as the leading pay-TV technology

50%

Share of pay-TV subscribers taking both traditional pay-TV (cable, IPTV, satellite or pay DTT) and online pay-TV (e.g. Netflix, Amazon Prime Video, Disney+)

GSMA Intelligence is your gateway to the latest trends, in-depth analytics, precise forecasts, and profound insights that shape the dynamic world of mobile and communications industries. With data collected from mobile operators, networks, and MVNOs worldwide, coupled with the expansive reach of the GSMA, enables us to deliver the most accurate and up-to-date forecasts and insights.

Trusted by 7 out of Forbes' top digital companies, our expertise extends beyond telecom, providing invaluable insights into diverse sectors of the digital landscape.

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			Price if purchased individually
1	Major Report Pay TV: consumer trends and commercial practices shaping competition and adoption	<ul style="list-style-type: none"> • State of the pay-TV market and the outlook to 2030 • Growth opportunities and strategies for success • How consumer behaviour for pay-TV and video services is changing • Adoption of pay-TV services, competitive dynamics and successful commercial propositions • Operator case studies 	GBP £2500
2	Adoption Forecast Pay-TV global forecast: customer adoption, and operator and technology market shares to 2030	<ul style="list-style-type: none"> • Historical and forecast quarterly data for 36 major countries (2010–2030) • At the market, operator and technology levels • Includes metrics such as the number of pay-TV connections, household penetration, operator market share and the market breakdown by type of access technology including IPTV, cable, satellite and pay DTT 	GBP £2500
3	Spotlight OTT video: mixed outlook for subscriber growth points to increasingly challenging environment	<ul style="list-style-type: none"> • Subscriber growth trends for major OTT players • ARPU and revenue growth trends for major OTT players • Growth challenges ahead • How shifting consumer behaviour is impacting OTT players • Key trends to navigate in the OTT video services market 	GBP £750
4	Dashboard Consumers in Focus: Pay-TV and Video Services User Behaviour Survey Dashboard 2024	<ul style="list-style-type: none"> • Interactive dashboard showing survey-based pay-TV consumer insights • Data for 2020, 2021, 2022 and 2023 • Filters allow comparison of data for individual countries and for specific consumer segments (e.g. by age, income, type of pay-TV subscription and frequency of engagement with video services) 	GBP £2500

Discount 40%

Total: GBP £8250



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Bundle price: £5000